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# NEWS RELEASE

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**Xavier University Announces Publication of *The American Dream...or What's a Heaven For?*  
by Michael F. Ford, Noted Political Strategist, Xavier Alum, and  
Founder of Xavier's Center for the Study of the American Dream**

**As the Country Prepares to Elect a New President,  
What Does the American Dream Really Mean to U.S. Voters?**

The late Michael Ford, a respected national political strategist and Founding Director of the Center for the Study of the American Dream at Xavier University, was uniquely qualified to offer his insights into the current state of the American Dream. In his timely new book, *The American Dream...Or What's a Heaven For?*, Ford presents a thorough analysis and provides a fresh, contemporary perspective first popularized by historian James Truslow Adams in the era of the Great Depression.

Relying on the Center's original research and survey data, Ford seeks to better understand and analyze shifts in the continuing evolution of the American Dream, and he offers insights into the nature of the American Dream from the point of view of ordinary Americans. Ford also discusses threats to the American Dream, including the decline of the middle class and the prevalence of civic illiteracy, and he critiques the misuse of the Dream by commercial entities, politicians, pundits, and special interest groups.

Ford's *The American Dream...Or What's a Heaven For?* reminds us that the American Dream is one of the few unifying ideas in our republic. It defines our aspirations, both as a Nation and as citizens. Ford asserts that the American Dream is surprisingly resilient and is ultimately about hope, aspiration, and the freedom to lead a meaningful life. Thus, the title of Ford's book appropriately borrows from Robert Browning's poetic question: "Ah, but a man's reach should exceed his grasp or what's a Heaven for?"

Published by Cincinnati Book Publishing, *The American Dream...Or What's a Heaven For?* is now available [online](#) at the Xavier University bookstore, as well as [amazon.com](http://amazon.com), [cincybooks.com](http://cincybooks.com), and local bookstores. It includes a prologue by Ford's brother, J. Patrick Ford, a foreword by Xavier historian Roger A. Fortin, and an afterword by University of Cincinnati historian Zane L. Miller.

**All proceeds from the sale of the book will be donated to the [Michael Ford Field Experience Scholarship](#) for students in Xavier University's graduate Program, "Private Interests and Public Good (PIPG)."**

ISBN: 978-0-9910077-9-0

RETAIL PRICE: softcover, 187 pages. \$19.95

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## What People are saying about “The American Dream...Or What's a Heaven For?”:

*“Among Mike Ford’s many gifts, the greatest may have been his ability to inspire young people around him, teach them to be the best versions of themselves, and understand the importance of giving back to their communities and their country. This book is yet another manifestation of that extraordinary gift.”*

Vice-President Walter Mondale

*“Michael Ford, a tough, veteran pol, equally at home in the world of ideas.”*

Peter Goldman

Former Senior Editor of Newsweek and Author

(Excerpt from *The Quest for the Presidency*, 1992)

*“No one I know thought more about the American Dream, and worked harder to defend and save it, than Mike Ford. His book is his torch passed on to each of us to keep our unique American Dream alive.”*

Joe Trippi

Campaign Consultant and Fox News Contributor

*“One of my life's greatest, unearned gifts was to be the friend of Mike Ford, a man of surpassing decency, enormous skill, and rock-solid values. Although presidents and the powerful regularly sought his judgment and help, Mike never forgot who he was or where he came from. With laughter in his heart, steel in his spine, and political genius in his genes, Mike Ford served loyally and well our democracy, our country, and justice. He was a teacher of democracy who inspired the thousands of us who worked with him. And because Mike made us believe we were better than we really were, he enabled us to become better than we had been. I hope, someday, we will see his like again. But until we do, we have his book”.*

Mark Shields

Syndicated Columnist and Political Analyst PBS Newshour

*“It takes a heart as big as Mike Ford's to understand why the American Dream is embedded in the soul of every American. After four decades of analyzing America’s biggest hopes and desires, Ford innately describes the Dream's true nature, why it's at risk today, and what to do about it.”*

Maria Cantwell

U.S. Senator, Washington

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*Xavier University is a private university located in Cincinnati, Ohio, providing a liberal arts education in the Catholic, Jesuit tradition. Founded in 1831, the university is the sixth-oldest Catholic university in the nation. U.S. News & World Report ranks it No.6 among master’s-level universities in the Midwest and The Princeton Review names it as one of the “Best 377 Colleges in America.”*